

Report On
Internship at Webable Digital

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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Acknowledgement

My undergraduate education was a journey where I learned many different things about life, academics and being punctual about work. The career opportunities that I now have after completing it are all exciting because my area of concentration is allowing me to think about specializing in different sectors. At this moment, I am working at a digital marketing agency where I am specializing as a content strategist. However, I do have interest in communications but that is something I will consider in the future. All of this that I know now is because of my teachers and the course work I did under them. I am grateful to my supervisor, Roohi Huda for teaching me all the important aspects about media and the different forms of it. It is because I did most of my courses in media concentration with her. I am also thankful to our chairperson, Professor Firdous Azim, for her insights in the courses that I did with her, as I learned about globalization theories and how colonization has been an essential tool of Westernization in our country. I would take this opportunity and thank my other teachers at the Department of English and Humanities for their mentoring and guidance when I needed it the most.

The biggest thanks go to my mother and my father, who have always been there for me when I needed them the most, motivating me and helping me. I would not have been able to pursue anything without them in my life. Thanks to my supervisor and co-workers at Webable who guided me and helped me understand Digital Marketing and Strategic Planning. I am now pursuing a career in that line of work and want to specialize further in the future.

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Glossary

Copywriting	The process of strategically delivering words over a platform which influences the audience to take any form of action.
Digital Marketing	The projection of marketing, its tools, and strategies, over the Internet. It is user-centered, measurable (metrics and data), ubiquitous and interactive.
Target Audience	Specific group of people over the internet whose interests are common to a product or service's selling point.

Chapter 1:

Introduction

1.1 Advertising through the Ages

Advertising has been an essential part of marketing goods and services from the past. For example, advertising relics that have been found by archaeologists were such that one seemed more modern than the other. For example, Egyptians used papyrus for creating posters and flyers while “lost-and-found advertisements were common in both ancient Greece and ancient Rome” (Ryan & Jones 3). Advertising and marketing thus evolved as time progressed. In the 15th and 16th centuries, the printing press became widely available in Europe. So that was used by marketers to reach more audience. Next, in the 18th and 19th centuries mail-order advertising, which evolved into the massive direct-mail and direct-response industry today. This was followed in the 20th century with the development of radio and television, which led advertising into a newer era (Ryan & Jones 3). Audio and audiovisual form of advertisements was created and marketers tried to find newer ways to attract customers. All of this has reached the pinnacle, with the arrival of the Internet. The Internet or Web 2.0 has given marketers and brands an opportunity to develop a brand image and create advertisements that are better suited for their potential customers and buyers. Hence, the digital media or Internet has become a very popular platform for marketers; further strengthening their power the advertisements, pointing out that digital marketing is the future.

1.2 What is Digital Marketing?

Alvin Toffler in his book, *The Third Wave*, made a prediction that post-industrial societies will undergo “demarketisation”. In the buying-selling scenario of businesses, the traditional scheme of things was that a business will advertise products and consumers will get attracted to it and

buy it. However, the turn of the century saw traditional marketing techniques reaching their limits (to a certain extent), hence, marketers and specialists in this field looked for better strategies to ensure that consumers bought their product or their services. In the digital era, every individual has their digital identity, which they have personalized to their own likings. Consumers now have their own identity and, so, they seek to experience immersion in the thematic of the Internet. That is why, when they are browsing a product or a service, they will only be intrigued to buy it if they experience immersion. This phenomenon is what has led to “demarketisation” where marketing strategies are appropriated in such a way that every consumer feel as if the advertisements, they are seeing has been personalized for them.

Philip Kotler suggested that as times change, marketing must adapt to the demands of the era (Piñeiro-Otero & Martínez-Rolán 2016). The Internet boom from the 1990s has greatly affected how the scenario of marketing towards consumers to buy a product or service will work out. So, marketing has moved towards the new platform or medium, the internet. Hence, the emergence of digital marketing is the way that is helping marketing to adapt to the demands of the new era where everything is focused on digitalization and the digital platform.

Firstly, digital marketing started off as a “projection of conventional marketing, its tools, and strategies, on the Internet” (Piñeiro-Otero & Martínez-Rolán 38). However, looking at the technological development from 2005 onwards, we see that digital media is changing at a phenomenal pace. The many causes behind this development are evolving technologies, the increased use of such technologies, interaction and communication between people across different internet and social media platforms, and the amount of information available to companies to use for different purposes. So, these developments have caused digital marketing to improve the “channels, formats and languages that have led to tools and strategies that are

unthinkable offline” (Piñeiro-Otero & Martínez-Rolán 38). Hence, digital marketing is not a subfield of marketing anymore but a field of its own, as its concept is user-centered, measurable (metrics and data), ubiquitous and interactive. The different digital marketing strategies, according to Piñeiro-Otero & Martínez-Rolán (39), are briefly described below:

1. **Branding** - using platforms on the internet to build a brand image.
2. **Completeness** – the possibilities to disseminate information through web or hyperlinks offer consumers the chance to approach the brand in a wider and customized way.
3. **Usability–functionality** – the internet provides simple and user-friendly platforms for everyone in order to improve user experience and allow for their activities such as communicating with friends over social media.
4. **Interactivity** – This is in the context in which organizations try to forge long-term relationships with their audiences.
5. **Visual communication** – these are usually images or videos that have been created especially for the demands of the clients. They are usually attractive and are used to reach a larger number of audiences, leading to greater engagement.
6. **Relevant advertising** – advertising in social media websites and in search engines (such as Google, Bing, etc.) allows marketers to easily segment and customize the campaigns that reach specific target groups. It is usually done to maximize output while giving digital marketers a liberating advantage.
7. **Community connections** – this is how brands using their social media and internet profiles to connect with their audiences and users greatly. This allows improved

- experience and enhances the relationship between customers, product, or brand of the respective organizations.
8. **Virality** – one important characteristic of the Internet is for anything to go viral – that means something that is so attractive and interesting to the masses that they share it themselves. Traditional examples of such are word of mouth and it is relevant for digital marketing as well. Viral communication allow more connectivity, is instantaneous and increases shareability of the contents across the internet.
 9. **Measuring output** –the best thing about digital marketing is that it is measurable and online platforms such as Google, Facebook offer analytics and data to show how the public is reacting towards the content and gives marketers another liberating advantage to follow-up the success of popular contents or make necessary changes to increase output.

1.3 A Basic Digital Marketing Plan

We can briefly look at a basic digital marketing plan to get an idea of how it works. Piñeiro-Otero & Martínez-Rolán write that it is a “strategic document” which reviews the current situation of an organization that sells a product or offers a service. Next, some goals are set and then a “strategy” or plan is made to accomplish it. The producers of the strategic document must also describe the responsibilities, the time frame and control tools for monitoring how the marketing strategy is working (40). The main difference between an online marketing plan and a conventional plan is that there are variations at the operational levels. A sample plan is given below:

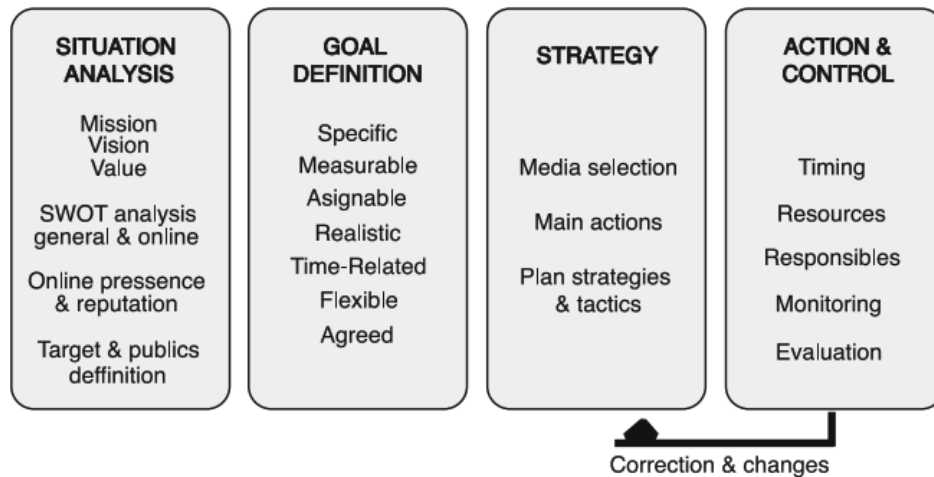


Fig. 1. A Sample marketing plan (from Piñeiro-Otero & Martínez-Rolán 40).

Although the first step of any situational analysis is to define the mission, vision, and values of the organization in case of preparing a digital marketing plan, it is about studying an organization and analyzing its online presence and position. By doing this, the marketer will be able to determine a concrete digital strategy and later compare results with the initial situation. On the other hand, defining or setting a goal is to get an idea of where the organization will go and it helps to make necessary adjustments in the marketing strategy. In the case of digital marketing, the goals must be flexible to adapt to the changes in the company or the needs of customers. By this, it is meant that some typical goals are:

- Scope goals.
- Activity goals.
- Conversion goals.
- Loyalty goals

Different marketers can take up the different model in order to implement a strategy on the digital platform. An example of such is the AIDA (Awareness, Interest, Desire, Action) model

which marketers can use. Another example of a strategic model for digital marketing is given below:

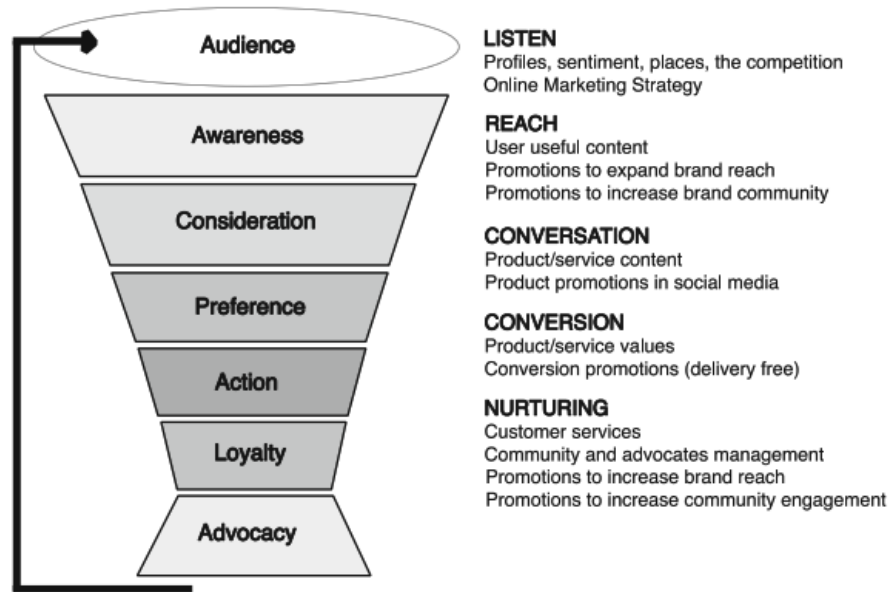


Fig. 2. Roger's Marketing Model for Digital Platform (from Piñeiro-Otero & Martínez-Rolán 44).

In the case of digital marketing, action and control include activities, both online and offline that must be included in the schedule. This means, getting clients' feedbacks, modifying the campaign depending on audience behavior, collecting data and analyzing it to understand how the advertisements are performing in the different media platforms.

1.4 Social Media Marketing

Social media platforms are currently popular and websites such as Facebook, Instagram, Twitter, Pinterest, YouTube are where most people are active currently. Hence, social media provides a great opportunity to create a significant relationship between brands and customers. This is done by the interaction between them through these platforms. In Bangladesh, digital marketing is synonymous with social media marketing as most marketers use this platform to create a brand's

digital profile using which they interact with customers and make conversions for the brands in the long run. All digital marketers create a social media plan for the brands that they are working on. An example plan is given below:

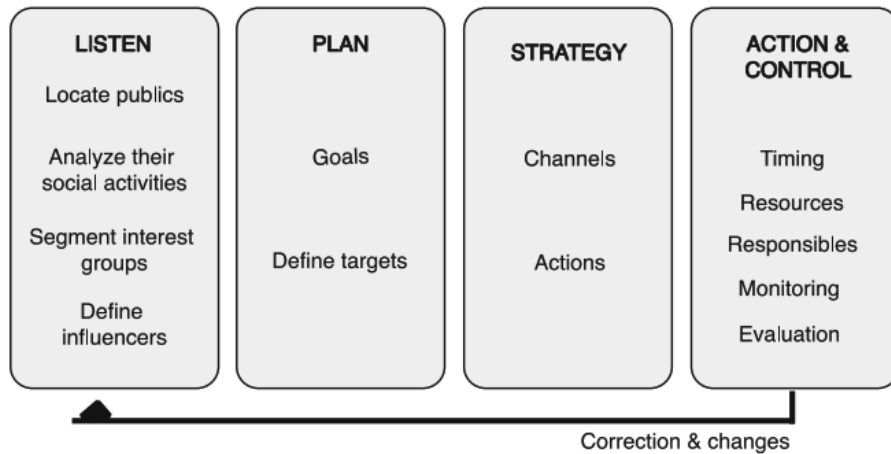


Fig. 3. A Sample Social Media plan (from Piñeiro-Otero & Martínez-Rolán 49).

1.5 Social Media Advertisement

During my internship, I mainly worked on brands that advertised on social media, so I will only cover this segment of digital marketing only. Advertising on the Internet is different as advertisements can be put in websites or in search engine (such as Google Search) results. So, advertising in social media websites is essential in digital marketing too as large amounts of qualitative and quantitative data can be gathered, directly from users. This can allow marketers to microsegment a brand for advertising actions. For example, the most popular platform of social media advertisement is Facebook advertising platform, known as “Facebook Ads” allows marketers to segment, limit and delimit target audiences (Piñeiro-Otero & Martínez-Rolán 53), and then place advertisements depending on location, age, sex, languages, interests and behaviors and even the type of digital device they are using.

1.6 Why it is the Future?

As the Internet boom occurred in the West, it also followed in the developing countries such as Bangladesh. The country initially had access to dialup internet in the early 1990s. However, the first ISPs started to provide internet service in 1996 and it was in 2006, ten years later that the country became connected to the submarine cable optic fiber network under the SEA-ME-WE 4 project. Rapid developments took place afterward, and the current government with their agenda “Digital Bangladesh 2021” have taken initiatives to further strengthen internet connectivity in Bangladesh. Hence, by 2017, the country was connected to a second submarine cable network, and the country is starting to make full use of it slowly.

Hence, the use of ICT (Information and Communication Technologies) has been an integral part of developing the country overall. The government is taking the following measures to strengthen ICT and Internet use in the country. They are:

- i) Using ICTs to promote access to markets for the disadvantaged producers and SMEs
- ii) Promotion of ICT business through providing services and technology needed to sustain the three other components of Digital Bangladesh
- iii) Boosting ICT as an export-oriented sector to earn foreign currency and generate employment, m-banking (Mobile banking) and electronic payment, as well as electronic business transactions, are a few key initiatives. (from Karim 2010)

In brief, this is helping towards digitalization of businesses and the marketing sector. As a matter of fact, Internet World Stats published a report titled “Asia Marketing Research, Internet Usage, Population Statistics and Facebook Subscribers,” where they mentioned, that as of February 2019, the total number of internet users in Bangladesh is 92,061,000 (more than 92 million) and the penetration rate is 54.8%. Such numbers show that as time will pass, the numbers will only

increase. Therefore, marketers are looking into these numbers and digital marketing in the country is growing at a faster pace. Hence, these are enough to show why it is really the future for businesses sustaining a greater number of customers.

Chapter 2:

Webable Digital – The Digital Marketing Agency

Webable Digital is a digital marketing agency, that primarily specializes in marketing over digital platforms. However, they also provide offline marketing solutions as well. The company started its journey in 2013. It was the time when the digital marketing scene was shaping up in the country. The main three founders of the company are Ovick Alam, Anis Chowdhury, and Shadab Mahbub – with different educational backgrounds, the three minds came together and wanted to create a new kind of service that would solve problems for the companies. In an interview, CEO and founder, Ovick Alam said that they got the opportunity of doing so with the JAAGO Foundation in 2013. JAAGO had 1400 children but only 700 sponsors, so Webable launched a promotional campaign using JAAGO's Facebook page to recruit more volunteers and get sponsors. The content created for JAAGO was distributed using the digital medium and after the campaign ended, it brought in 235 more sponsors within 2 months. After the success of this pilot program, the company formally started its operations in 2014. Till now, the company has served brands in UK, Switzerland, Canada, Bangladesh, China, Singapore, and Australia.

The company is only growing big with over 60+ active members working in different sectors within the organization. The main departments or sectors within Webable are:

1. The Tech Team
2. The Creative Team
3. Research and Business Development
4. Client Service.

Over the years, the company has garnered numerous accolades and has become a popular name in the country. Some of them are:

1. Digital Agency of the Year award at The Golden Globe Tigers 2017, 2018 (Asia)
2. "Best Digital Advertising Campaign" award at South Asian Digital Media Awards 2017
3. "Most Influential Digital Marketer in Asia" recognition by World Brand Congress in 2015

Some notable brands that the company has worked with include Mercedes-Benz, Bata, Alibaba Group, Reckitt Benckiser, Dell, GlaxoSmithKline, ASUS, Heidelberg Cement, Lafarge Holcim, C&A Foundation, Deutsche Welle, Action Aid, BRAC, JAAGO and more. The company also boasts numerous global partnerships such as Google Partner, Google Analytics, Facebook Marketing Partners.

The way the company works is as follows:



Fig. 4. Webable's Workflow (from Webable Company Profile – May 2019).

Chapter 3

The Need for Digital Marketing

As I already mentioned in my report that the number of internet users in Bangladesh is only growing and this is an area that businesses must look into if they are to increase their customer base. Advertising is growing and with changing technology, there are now many more ways for brands and business to connect to the customers with their products and services. People now are well-informed about what they want and what they need and to make them interested in using a service or buying a product has become tougher than it was in the past. This is because consumers have the power to eliminate media messages that they see and so marketers need newer ways to reach customers without making them aware that they are being advertised to.

3.1 Digital Media as a Platform to Experiment and Create

The only thing that is constant in the world of digital marketing is change. Everything on social media platforms such as Facebook and Instagram has a short life span. Media that is shared today becomes irrelevant a week after or even earlier. People are constantly updating their life on social media and so it is constantly changing. Hence, people's expectations are also changing. So, digital media has become that medium where people are only interested in things that match their likes and dislikes, their interests, lifestyle and so on. Brands and businesses, thus, are realizing the potential of this medium and digital marketers are helping them realize it. So, digital marketing has become that place where all kinds of services and products are being advertised, but smartly, using interactive videos or images where potential customers can connect to. In that way, the niche position of digital media is helping businesses to find a target group and they can make their products better suited for them.

The liberating aspect for the consumers is that they have more options to choose from when they want to avail a service or buy a product. Digital media is helping them find alternate and make comparisons. Hence, marketers need to showcase the brands in such a way that all advantages and disadvantages are easy to understand for consumers and they can easily get it. Due to this, it has become a platform for everyone to experiment and create a better relationship with each other.

Chapter 4

My Work Experience at Webable

It was a requirement for the completion of my undergraduate degree that I do an internship. As I majored in Media and Cultural Studies, so I had to do the internship at an institution that is related to this. So, for my internship, I joined the digital marketing agency “Webable Digital”. I started working as an intern in the copywriting and client-service section of the organization. Aforesaid, it is a privately-run organization that has been working for the past 5 years as an advertising agency who publish contents and campaigns in social media platforms such as Facebook, Instagram, Twitter, etc. Currently, there are different brands that the company is working with such as Mitsubishi, Ranks Real Estate, Chittagong Vikings, Metlife, IFAD Autos, Nokia, and Tecno. It has been my privilege to work at a well-known digital marketing agency at the start of my professional career.

4.1 A Combined Experience of Working as Client Service and Creative Intern

Although members of different teams have specialized roles within the company, as I was an intern specializing in both client service and creative team, I had to work parallelly at times between the two sections of Webable. I think this gave me an opportunity to work with different departments within a digital media agency and understand how everything ran at the company every day.

During the first two weeks, I learned the functionality of working as a copywriter, understood how branding and brand demands played a key role in determining the properties of content created in the digital platforms. As I have mentioned that there are four sectors within the organization, which are: business development team, production team, creative team, and the technical team. It is the responsibility of the creative team for copywriting, planning social media

campaigns and writing content for different brands. Being part of both client service and creative team, I had to understand the different working processes of all the departments. While I worked with the creative team, I had to understand the different demands of different clients of each brand and then write copy based on that. For instance, mobile brand clients expect informal copies with a tone of the conversation, however, real-estate companies demand formal and literary contents. On the same hand, a copy also depends the targeted group of audience. The copies for Yellow Café, a restaurant, targets the youth especially, but the Sonali's Beauty Parlor targets women who are aged between twenty to middle age. So, the pattern of writing copy for each brand is different.

As I was a beginner copywriter, so, in terms of writing a good copy, I was suggested to always keep an eye on the digital platforms of international brands and their advertisements so that I could understand and get more creative ideas. In this case, I was told to look after the social media pages of different international brands and keep the good contents saved so that we could use them as a reference in the future. Finally, the most important thing that I learned during the first two weeks of my internship was that contents, campaigns, and copies for social media is not always formal like the contents for a newspaper or other forms of writing. The whole idea is to be catchy and so copywriters can use informal language and produce content that is relevant to the current social media trends.

4.2 A More Defined Role as My Internship Progressed

During my second week at Webable, I started giving ideas for different contents. These were for brands such as Apex, Tecno, and Asset Developments. My supervisor and senior colleagues at work gave me a monthly content calendar and helped me understand how content planning worked. Basically, content planners would select the topic for the campaign and this will be

divided into sections and then for each topic, a certain number of copies will be written. This will then be uploaded in the content calendar.

The content calendar of the other clients was given to me to understand and analyze it. It was like a case study where I had to go through all the details and come up with ideas for new content for the coming month. At the start, I had to write about four to five content ideas for each of the promotional campaigns and I submitted that to the content head. The content head suggested corrections and showed how I could write a better copy suited for the brand. Also, a fun fact that I came to know at that time was that using rhythmic tone or a rhyme scheme to write the copies make them catchier and more interesting for the audience. Next, I was assigned to write a mnemonic for a promotional post of the brand, TECNO Mobile. I tried my hand at it and the copy that I made was liked by the content head. Similarly, I also wrote copies and image captions for promotional posts. The best part out of it all was that the client liked the idea of this post and gave approval for it. Seeing my development in this way, the content head or Chief Copywriter at Weable assigned to look after the posts of the brand's Facebook page and also write contents according to the content calendar.

It can be added that based on the upcoming devices of TECNO Mobile, the advertisements were run on Facebook and the engagement of the audience was the main markers that guided me to modify and write my copy, contents and also the mnemonics. Also, for Facebook marketing, using hashtags is a trend now and I had to follow that as well. Apart from writing copies, I also had to do some translation. I did a translation for the subtitle of a Nokia commercial. My supervisor corrects my mistakes and suggested that I could use more informal and common Bangla words instead of formal ones. For example, she suggested that I could use "tumi" instead of "apni" as the phones that were being promoted were targeted more towards the youth than

older people. Another part of digital marketing is to prepare pitch presentations for new clients so that they hire the agency to do their digital marketing work. So, I prepared a pitch for Primesia University and I had to research in order to develop that pitch. I suggest website development, promotional and campaigns over Facebook. The senior copywriters made modifications based on the content I made and then pitched to the potential clients. The university is relatively less well-known so their objective of digital marketing was promoting its brand for widespread awareness.

Chapter 5

Targeting the Audience for Placing Advertisements on Facebook

My role at Webable gained traction as I learned more about content marketing and targeting advertisements over the internet. As I wrote copies for different brands, they were mostly advertised and posted on the brands' Facebook pages. To write copies, I had to understand the criteria of different brands that included what type of customers the brand attracts, what type of product or service the brand sells and so on. As my internship progressed, I learned more about these things.

5.1 What is Content Marketing?

Content marketing is a marketing and business process, that creates and distributes “relevant and valuable content”. This attracts, acquires and engages a clearly defined target audience, where the objective is to drive profitable customer action (Baltes 112). This clearly shows that content marketing is quite different from product advertising as there is no direct mention towards the customers to buy a product or service. Hence, it is different from what copywriting is, which I will elaborate in the next section.

5.2 What is Copywriting?

Copywriting has evolved over the years as the medium of advertisements changed. However, the essence of copywriting is still the same and a good copywriter must have the knowledge, which is mainly of two types. Joseph Sugarman in his book *The Adweek Copywriting Handbook* writes that the first knowledge that a copywriter must have is general knowledge and the second is specific or targeted knowledge. He says that the “best copywriters in the world are those who have a thirst for knowledge, a tremendous curiosity about life, a wealth of experiences and not being afraid to work and be passionate about listening to others” (11). Therefore, a copywriter

needs to have an understanding about the brand that he or she is writing the copy for, what the brand profile is, and what type of audience the brand is targeting. The copywriter must be very careful about the brief that he or she receives from the brands as the brief is essential for writing a good copy.

Copywriting in digital advertising is one of the most essential elements of effective online marketing (Copyblogger 3). So, in other words, copywriting is strategically delivering words over a platform which influences the audience to take any form of action. Hence, to differentiate between content marketing and copywriting, it can be said that content marketing aims to “raise awareness of the brand among the target segment, and automatically increase its loyalty to the company by information and education, copywriting mainly focuses on determining the target to act in the desired direction (most often purchasing a particular product or service)” (Baltes 112).

5.3 Facebook Ad Targeting

During the end of my internship, I became more involved with the strategic team of Webable, to better understand how content strategy over Facebook worked, and how I could help the different brands reach their specific customer groups. In Facebook, Custom Audiences or “Personally-Identifying Information Audiences” are advertisement audiences who can be created by the advertiser on his or her Facebook Advertisement Manager. The Facebook Advertisement Manager is a powerful tool which can be used to target every single type of advertisement to publish on Facebook. A digital content strategist, as it was called at Webable, can create custom audience group by uploading individuals’ personal information, such as email, full name, age, phone number, zip code, etc. Next, specific advertisements can be created which will be delivered to the associated social media accounts. The main benefit of this mechanism is that it lets marketers to do “remarketing across different platforms and to bridge the gap between

offline and online interactions” (Faizullbhoy & Korolova 2).

Another feature of Facebook Advertisement Manager is demographic and behavioral targeting. I was very astonished when I learned about this feature during my internship. Social media sites such as Facebook record and learn from the user behavior by taking into account users’ different activities on the social network as well their location, what they like or dislike, what type of content they are interested in, if they have given any information online, what type of smartphone they are using, when are they most active on the social network etc. Through behavioral and demographic targeting, a marketer can use this information and then place an advertisement on Facebook.

As my internship progressed, I learned how to use the Facebook Advertisement Manager tool and create custom audiences for some brands such as IFAD Autos, Metlife. Afterward, the copies that I wrote for the brand and the content that was created to be posted as advertisement were then targeted using this custom audience group and then posted on Facebook.

Chapter 6

Connecting My Academic Learnings with My Internship Experience

The students whose concentration in Media and Cultural Studies must do some courses that are essential to it. That is why, at the Department of English and Humanities, I took multiple courses that were relevant to my concentration where I learned various writing techniques specific to the concentration as well as learning different types of theories related to culture, and forms of media. I knew that I will be applying the knowledge that I gathered into my internship. For example, in ENG 333, 'Globalisation and The Media', I learned different theories related to post-modernism, globalization and consumer culture. In the following section, I expect to reflect on my academic learning with my internship experience, and how I applied my academic learnings when I needed to.

6.1 Globalization and Digital Media

Globalization is said to have begun in the late 20th century because it is from that time that markets became deregulated through liberalization, assets became privatized, technology became a proponent in every sector, sales and marketing spread worldwide with production and manufacturing processes gaining cross-national locations (Reich 1998). Hence, this core knowledge that I gathered was essential during my internship. Webable is a private organization that specializes in digital marketing for many companies, most of which are private. These companies are national as well as international. Therefore, the products and services that they want to sell originated from another country but now these are available to the general population of Bangladesh. All of this has occurred due to globalization, where different companies have opened their branches here in the country and are producing and selling their services to the locals.

At the core of this is technology as it is due to technology that these products and services have been created for the local population. Another important role that technology has, which is related to globalization and relevant to my internship experience in digital media and digital marketing. Digital media has become one of the most popular and widely accessed media today. It spread rapidly since the internet boom of the 1990s, with all major and minor newspaper, advertising, services and corporate bodies creating their own profile and identity on the web. This has also opened new doors for these companies to attract customers and, so, digital marketing came into being in the West.

From 2008 onwards, digital marketing grew in the USA and other regions and it slowly picked up its pace in Bangladesh. At this moment, most of the brands offering their products and services heavily rely on digital media and digital marketing. While doing my internship at Weable, I realized that all of this is now possible today because of globalization – which is a concept that I learned when I did a course related to it and relevant for my concentration. In order to apply one’s skill in any field, they must at first know what it is and how it originated. So, I learned what globalization is and how it is relevant to digital media and marketing. That is why, during my internship, my supervisor often advised me to look at the different digital marketing advertisements and campaigns of brands in India, USA, UK, and Australia. I can relate that it is the knowledge of globalization and also its influence that played a significant role in my internship.

6.2 Writing a Proper Headline

In the course ENG 401 ‘Editing’, our teacher, Roohi Huda taught us the essentials of writing a proper headline for any news. The idea behind writing a headline for news media is the same as the idea of writing a catchy headline for a brand on digital media. The one who is writing the

header must know that the headline should be catchy, often direct to the reader and attract the reader's attention to read the rest of the information. During my internship, as I had to write scripts for different AVCs, blog posts for the website portal and case studies and also captions for Facebook, Instagram posts. I had to make sure that I write a proper headline that attracted the reader to read the rest of the information given in the post. It is because, if they do read the information then they will be engaging in the comment section of the post or send a message to the correspondent running the social media profile for more information about the product or service and how he or she can avail it. I remember that my supervisor at Webable told me about the '50-50' rule of writing a good headline. The rule states that a good copywriter should "spend half of the entire time it takes to write a piece of persuasive content on the headline" (Copyblogger 13). This was similar to what was taught in the course, ENG 401 and I tried applying this knowledge in my internship.

6.3 Writing Copies for a Target Audience

Another course whose learning was essential to my internship was ENG 404, 'Copywriting'. In that course, I learned how to prepare copy for different media, including social media marketing. As I mentioned already, at the beginning of my internship, my task was to write different copies for the digital media of many brands and their products. Gregory Ciotti writes in "7 Scientifically-Backed Copywriting Tips" that a good copy will make the consumer or reader "feel something" (Copyblogger 34). This means that a good copy will stimulate a reader's emotion in a positive way so that they feel a connection towards the brand and the product or service it offers. I could apply this learning during internship.

For instance, during the fourth week of my internship which was in February, I was assigned to write copies for IFAD Autos. The brand manager wanted a generic post but with an emotional

appeal for a social media post on 21st February, which is the Language Movement Day in Bangladesh. The client asked for a very short but eye-catching copy. Obviously, the requirements were that I must write the copy in Bangla, which I did. I wrote, “আ-মরি বাংলা ভাষা” for the copy of the social media post. It can be seen below.



Fig. 5. Copy written for IFAD Autos, February 21 social media post.

The brief that the client gave for this post was that the post must mention the contribution of সালাম-বরকত-রফিক-শফিক-জব্বার during the language movement and show respect for these martyrs. Through the image and the caption, “মাযরে ভাষাকে রক্ষার জন্য রাজপথে প্রাণদান করে সালাম-বরকত-রফিক-শফিক-জব্বার আরও কত নাম না-জানা বাংলা মাযরে দামাল ছেলেরো। যসেব শহদিরে আত্মত্যাগে আমরা ফরি পাই আমাদরে প্রাণরে ভাষা বাংলা, আন্তর্জাতিক মাতৃভাষা দবিসে ইফাদ পরিবাররে পক্ষ থেকে তাদরে জানাই বনিম্বর শ্রদ্ধা।”. We tried to capture the emotion of the audience. The post gathered more than four thousand likes and audience who viewed it was more than ten thousand.

I have already discussed how targeting audiences for Facebook advertisement work. For the same brand, IFAD Autos, I had to work on an advertising campaign that was specifically targeted towards a group of audiences. During my work for this campaign, I realized how essential my learning in the copywriting course and the knowledge about the target audience was. The campaign was on road safety where I was required to write copies that raised awareness about it. The main objective was that awareness about road safety will help in the reduction of road accidents and preventing them. The common mnemonic, which was the headline for the campaign was “সতর্কতাই সমাধান।”. Under this, I wrote five copies. I have attached two of the social media posts for the campaign below.



Fig. 6. Copy written for IFAD Autos, road safety awareness campaign.



Fig. 7. Copy written for IFAD Autos, road safety awareness campaign.

6.4 Translation: Using Bi-Lingual Skills for Copywriting

Another course that was part of my concentration area was ENG 465, Translation Studies. The course introduced me with the strategies of translation and the problems that occur when translating from Bangla to English or English to Bangla. In the course, I remember that we learned an approach of translation called “sense-for-sense approach” which allows the “sense or content of the text to be translated” (Munday 32). During the final month of my internship, I specifically used this learning to write copies for a brand named Lizol also written as Lysol is a floor cleaner. It was first introduced in India, and from there the brand has made its way to Bangladesh. March 8th is International Women’s Day, so the brand manager asked us to create content that would focus on the fact that cleaning and germ-free floor ensures the safety of children and their better future. The main target audience for this brand were mothers and young women. A similar social media post was created for Lizol India and so the client asked us to write a copy and caption that would align with that post but in the Bangla language. So, I was required to see the different types of content that Lizol India posts, especially those done in previous years on women’s day. As I researched and looked into those copies, I found those to

be in English. However, as our target audience were mothers, homemakers and young women of Bangladesh, from both urban and semi-urban areas. Therefore, the client asked us to write the copy and caption in Bangla. When I looked at some English copies and tried translating them, I intended to translate with the idea of ‘sense-for-sense’ method. The translated copy required five feedbacks from the client, and they finally approved the content, which was posted on the social media platform on Women’s Day. It is given below.



Fig. 8. Copy written for Lizol Bangladesh, Women’s Day.

Chapter 7

Recommendation and Conclusion

7.1 Recommendation

My area of concentration helped me find my career interests, and what I want to specialize in at this moment. The courses taught were really helpful in developing my writing skills for the requirements of the digital age. It is because, I think both theoretical and practical knowledge of the different aspects of media and cultural studies can help an undergraduate student to be better prepared for the job market. However, as digital marketing and other creative agencies are getting bigger and becoming the prime source of marketing in the country, I think some idea about the tools of digital marketing and media can help future graduates in this concentration. For example, using Facebook Ad Manager, writing articles and blogposts that are search-engine optimized are skills that I learned on the job. If there are workshops arranged in every semester then it will be really great for the students to have a basic idea about these tools. Also, analytics and targeting audiences are two other aspects that I think could be included in the academic study of media concentration.

Even though it is difficult to include everything that is relevant about digital media industry in a coursework, I think workshops and seminars can help students and increase their interest in the field. My experience of doing all the required courses helped me understand and learn to use these tools effectively and I am grateful towards that. My internship at Webable has made me prepare better for the job market, specializing in Digital Marketing and I learned how crafting a good content can raise a brand's profile in the digital space very quickly while a bad content will not be engaged with by the audience. For example, we did a post on Metlife which did not get much likes or comments. The client became angry because of this and we later realized that the

creative visual could have been made in a different way to attract the audience. We tried doing this with the next social media post and engagement increased again. On the other hand, working in group and team effort was something that I learned during my undergraduate study period and I found this to be extremely important when working for a creative agency like Webable, because each of the team members have a significant role in making the final product to be perfect and suitable for the audience on the digital media.

7.2 Conclusion

David Ogilvy, often denoted as the ‘father of advertising’ wrote many books on advertising. His most well-known books are *Ogilvy on Advertising* and *Confessions of an Advertising Man*. In these books, he identified few problems that the advertising industry faces today. Some of them are:

- Today, many advertising agencies are focused in winning awards and producing original advertisements, but not selling a product
- This leads to the rise of ‘megalomaniacs’ whose interests lie in the economic gain on the company and not being creative (Shelton 4).

I think that this is a controversial statement and its significance in the digital advertising industry of Bangladesh is debatable. It is because advertisements for the digital media that are produced are always checked and rechecked by the client before being published on the internet. Therefore, advertisers are often limited to create social media posts that are not original, i.e. they are collected from different websites like Shutterstock, Behance, etc. and we edited and compiled them. The scope of making a uniquely creative ad becomes limited in such cases. As I completed my internship, I found this to be true. However, I also encountered clients who were willing to let us experiment with different type of content to be published in digital media. Therefore, when

we had such scopes, the inspiration and morale of working at the office would be high and everyone would be really driven to create an ad that stood out from the rest in the digital medium. As I explore more of digital marketing and advertising, I realize that there is lot of potential for this sector in our country, and truly it is the future of mass marketing.

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